



NEWS RELEASE

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PLEASE TOUCH MUSEUM® PROVIDES FREE ADMISSION TO ACTIVE MILITARY PERSONNEL THROUGH BLUE STAR MUSEUMS

Please Touch Museum is one of more than 1,300 museums across America to offer free admission to military personnel and their families this summer

JUNE 22, 2011/ PHILADELPHIA, PA – Please Touch Museum® (PTM), The Children’s Museum of Philadelphia™, offers free admission to all active duty military personnel and their families from Memorial Day through Labor Day 2011 through Blue Star Museums. The Blue Star Museums initiative is a partnership with the National Endowment for the Arts (NEA), Blue Star Families, and more than 1,300 museums across America. Leadership support is provided by MetLife Foundation through Blue Star Families. The complete list of participating museums is available at www.arts.gov/bluestarmuseums.

“Please Touch Museum is proud to participate in a program that recognizes the service of the men and women in our armed forces,” said PTM President and CEO Laura Foster. “We are honored that we can provide families with an opportunity to play and learn together in the midst of some often difficult times apart.”

Blue Star Museums runs from Memorial Day, May 30, 2011 through to Labor Day, September 5, 2011. The free admission program is available to active-duty military and their immediate family members (military ID holder and five immediate family members). Active duty military include Army, Navy, Air Force, Marines, Coast Guard, and active duty National Guard and active duty Reserve members.

This is the latest NEA program to bring quality arts programs to the military, veterans, and their families. Other NEA programs for the military have included Operation Homecoming: Writing the Wartime Experience; Great American Voices Military Base Tour; and Shakespeare in American Communities Military Base Tour.

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About Please Touch Museum

Please Touch Museum® (PTM), at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. PTM is open Monday through Saturday from 9:00am until 5:00pm, and Sundays from 11:00am – 5:00pm. Admission is \$15 for adults and children age one and over. Museum members and children under one are free. On-site parking is available. For more information, call 215-581-3181, or visit www.pleasetouchmuseum.org.

About Blue Star Families

Blue Star Families is a national, nonpartisan, nonprofit network of military families from all ranks and services, including guard and reserve, with a mission to support, connect and empower military families. In addition to morale and empowerment programs, Blue Star Families raises awareness of the challenges and strengths of military family life and works to make military life more sustainable. Membership includes military spouses, children and parents as well as service members, veterans and civilians. To learn more about Blue Star Families, visit www.bluestarfam.org.

About the National Endowment for the Arts

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$4 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at arts.gov.